

CLAIM AMENDMENTS

- SUB C37
1. (Currently Amended) A method of generating directed content, the method comprising:
- receiving a set of lists from a plurality of remote web services, each list in said set of lists associated with a respective web service in a the plurality of remote web services and each list in said set of lists including searches submitted to said respective web service;
 - distilling said set of lists into a frequency database, the database storing search frequency information indicating, for respective searches, a frequency with respect to each of one or more of the plurality of remote web services to which the respective searches were submitted;
 - obtaining a query;
 - searching the frequency database for matches between said query and a search in the database ~~and for~~;
 - selecting the matches having highest associated ~~frequency~~ frequencies, each selected match indicating a respective selected remote web service ~~of the web services~~; and
 - generating directed content based on one or more of the selected web services.
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2. (Currently Amended) The method of claim 1, wherein said directed content is a ~~link~~ hyperlink to a selected remote web service ~~that was selected during said searching step~~.
3. (Currently Amended) The method of claim 1, said method further comprising identifying a category that corresponds to a selected web service ~~that was selected during said searching step~~; said directed content including an advertisement that corresponds to said category.
4. (Currently Amended) The method of claim 1, wherein said directed content is an advertisement, the method further comprising:
- routing said query to an instance of a selected remote web service ~~that was selected during said searching step~~; and
 - collecting a ~~response~~ data generated by said selected remote web service in response to said query;
- wherein said advertisement includes a portion of said response.

5. (Original) The method of claim 1, wherein a match having highest associated frequency is determined by a rank of a search, which matches said query, in a list associated with a web service in said plurality of web services.

6. (Original) The method of claim 1, wherein a match having highest associated frequency is determined by a score that is a function of (i) a rank of a search, which matches said query, in a list associated with a web service in said plurality of web services and (ii) the logarithm of the frequency of said search in the list.

7. (Currently Amended) A method of generating directed content, the method comprising:

receiving a plurality of lists from a plurality of remote web services, each list in said plurality of lists associated with a respective web service in a the plurality of remote web services and each list in said plurality of lists including searches submitted to said respective web service;

distilling ~~each list in~~ said plurality of lists into a frequency sorted list, the frequency sorted list including a plurality of entries, each entry having a search and a number of times said search was submitted to a respective web service;

obtaining a query;

searching the frequency sorted list for matches between said query and a search in the frequency sorted list ~~and for~~;

selecting the matches having highest associated ~~frequency~~ frequencies, each selected match indicating a respective selected web service ~~of the web services~~; and

generating directed content based on one or more of the selected remote web services.

8. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a frequency database for storing search frequency information;

a program module for generating directed content, said program module comprising:

instructions for receiving a set of lists from a plurality of remote web services, each list in said set of lists associated with a respective web service in a the plurality of

remote web services and each list in said set of lists including searches submitted to said respective web service;

instructions for distilling said set of lists into said frequency database, the database storing search frequency information indicating, for respective searches, a frequency with respect to each of one or more of a the plurality of remote web services to which the respective searches were submitted;

instructions for obtaining a query;

instructions for searching the frequency database for matches between said query and a search in the database ~~and~~;

instructions for selecting the matches having highest associated ~~frequency~~ frequencies, each selected match indicating a respective selected remote web service ~~of the web services~~; and

instructions for generating directed content based on one or more of the selected remote web services.

9. (Currently Amended) The computer program product of claim 8, wherein said directed content is a ~~link~~ hyperlink to a selected web service ~~that was selected by said instructions for searching~~.

10. (Currently Amended) The computer program product of claim 8, wherein said program module further comprises instructions for identifying a category that corresponds to a selected remote web service ~~that was selected by said instructions for searching~~; said directed content including an advertisement that corresponds to said category.

11. (Currently Amended) The computer program product of claim 8, wherein said directed content is an advertisement, the program module further comprising:

instructions for routing said query to an instance of a selected remote web service ~~that was selected by said instructions for searching~~, and

instructions for collecting ~~a response~~ data generated by said selected remote web service in response to said query; wherein said advertisement includes a portion of said response.

12. (Original) The computer program product of claim 8, wherein a match having highest associated frequency is determined by a rank of a search, which matches said query, in a list associated with a web service in said plurality of web services.

13. (Original) The computer program product of claim 8, wherein a match having highest associated frequency is determined by a score that is a function of (i) a rank of a search, which matches said query, in a list associated with a web service in said plurality of web services and (ii) the logarithm of the frequency of said search in the list.

14. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a frequency sorted list for storing search frequency information;

a program module for generating directed content, said program module comprising:

instructions for receiving a plurality of lists from a plurality of remote web services, each list in said plurality of lists associated with a respective web service in the plurality of remote web services and each list in said plurality of lists including searches submitted to said respective web service;

instructions for distilling ~~each list in~~ said plurality of lists into said frequency sorted list, the frequency sorted list including a plurality of entries, each entry having a search and a number of times said search was submitted to a respective web service;

instructions for obtaining a query;

instructions for searching the frequency sorted list for matches between said query and a search in the frequency sorted list ~~and~~;

instructions for selecting the matches having highest associated ~~frequency~~ frequencies, each selected match indicating a respective selected remote web service ~~of the web services~~; and

instructions for generating directed content based on one or more of the selected remote web services.

15. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

a frequency database for storing search frequency information;

a program module for generating said directed content, said program module comprising:

instructions for receiving a set of lists from plurality of remote web services, each list in said set of lists associated with a respective web service in a the plurality of remote web services and each list in said set of lists including searches submitted to said respective web service;

instructions for distilling said set of lists into said frequency database, the frequency database storing search frequency information indicating, for respective searches, a frequency with respect to each of one or more of a the plurality of remote web services to which the respective searches were submitted;

instructions for obtaining a query;

instructions for searching the frequency database for matches between said query and a search in the database ~~and~~;

instructions for selecting the matches having highest associated frequency frequencies, each selected match indicating a respective selected remote web service of the web services; and

instructions for generating directed content based on one or more of the selected remote web services.

16. (Currently Amended) The computer system of claim 15, wherein said directed content is a link hyperlink to a selected web service ~~that was selected by said instructions for searching~~.

17. (Currently Amended) The computer system of claim 15, wherein said program module further comprises instructions for identifying a category that corresponds to a selected remote web service ~~that was selected by said instructions for searching~~; said directed content including an advertisement that corresponds to said category.

18. (Currently Amended) The computer system of claim 15, wherein said directed content is an advertisement, the program module further comprising:

instructions for routing said query to an instance of a selected remote web service ~~that was selected by said instructions for searching~~; and

instructions for collecting a response data generated by said selected remote web service in response to said query; wherein said advertisement includes a portion of said response.

19. (Original) The computer system of claim 15, wherein a match having highest associated frequency is determined by a rank of a search, which matches said query, in a list associated with a web service in said plurality of web services.

20. (Original) The computer system of claim 15, wherein a match having highest associated frequency is determined by a score that is a function of (i) a rank of a search, which matches said query, in a list associated with a web service in said plurality of web services and (ii) the logarithm of the frequency of said search in the list.

21. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

a frequency sorted list for storing search frequency information;

a program module for generating said directed content, said program module

comprising:

AB instructions for receiving a plurality of lists from a plurality of remote web services, each list in said plurality of lists associated with a respective web service in the plurality of remote web services and each list in said plurality of lists including searches submitted to said respective web service;

instructions for distilling ~~each list in~~ said plurality of lists into said frequency sorted list, the frequency sorted list including a plurality of entries, each entry having a search and a number of times said search was submitted to a respective web service;

instructions for obtaining a query;

instructions for searching the frequency sorted list for matches between said query and a search in the frequency sorted list ~~and~~;

instructions for selecting the matches having highest associated ~~frequency~~ frequencies, each selected match indicating a respective selected remote web service of the web services; and

instructions for generating directed content based on one or more of the selected remote web services.

22. (Currently Amended) A method of generating a directed advertisement, the method comprising:

obtaining a query;
searching a web resource for a match between said query and an element of said web resource;
selecting a remote web service based on said element of said web resource;
routing said query to an instance of said selected web service;
collecting a response data generated by said selected remote web service in response to said query; and
generating said directed advertisement, said directed advertisement including a portion of said response in said advertisement.

23. (Original) The method of claim 22, wherein said element of said web resource is a category.

24. (Original) The method of claim 22, wherein said web resource is the Open Directory Project.

25. (Currently Amended) The method of claim 22, wherein

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said web resource is a frequency database, the database storing search frequency information indicating, for respective searches, a frequency with respect to each of one or more of a plurality of web services to which the respective searches were submitted; and

said element of said resource is an entry in the frequency database corresponding to said selected remote web service, said search frequency information stored in said frequency database indicating that said search has been conducted at said selected web service at a high frequency relative to other web services of said plurality of web services.

26. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a program module for generating a directed advertisement, said program module comprising:

instructions for obtaining a query;
instructions for searching a web resource for a match between said query and an element of said web resource;

instructions for selecting a remote web service based on said element of said web resource;

instructions for routing said query to an instance of said selected web service;

instructions for collecting a response data generated by said selected remote web service in response to said query; and

instructions for generating said directed advertisement, said directed advertisement including a portion of said response in said advertisement.

27. (Original) The computer program product of claim 26, wherein said element of said web resource is a category.

28. (Currently Amended) The computer program product of claim 26, wherein said web resource is a frequency database, the database storing search frequency information indicating, for respective searches, a frequency with respect to each of one or more of a plurality of remote web services to which the respective searches were submitted; and

A3 said element of said resource is an entry in the frequency database corresponding to said selected remote web service, said search frequency information stored in said frequency database indicating that said search has been conducted at said selected remote web service at a high frequency relative to other web services of said plurality of remote web services.

29. (Currently Amended) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

a program module for generating said directed content, said program module comprising:

instructions for obtaining a query;

instructions for searching a web resource for a match between said query and an element of said web resource;

instructions for selecting a remote web service based on said element of said web resource;

instructions for routing said query to an instance of said selected web service;

instructions for collecting a ~~response~~ data generated by said selected remote web service in response to said query; and

instructions for generating said directed advertisement, said directed advertisement including a portion of said response in said advertisement.

30. (Original) The computer system of claim 29, wherein said element of said web resource is a category.

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31. (Currently Amended) The computer system of claim 29, wherein said web resource is a frequency database, the database storing search frequency information indicating, for respective searches, a frequency with respect to each of one or more of a plurality of web services to which the respective searches were submitted; and said element of said resource is an entry in the frequency database corresponding to said selected remote web service, said search frequency information stored in said frequency database indicating that said search has been conducted at said selected remote web service at a high frequency relative to other web services of said plurality of web services.

32. (New) The computer program product of claim 26, wherein said web resource is the Open Directory Project.

33. (New) The computer system of claim 29, wherein said web resource is the Open Directory Project.

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34. (New) A method of generating a directed advertisement, the method comprising:
obtaining a query;
selecting a remote web service based on said query;
routing said query to an instance of said selected remote web service;
collecting data generated by said selected remote web service in response to said query; and
generating said directed advertisement, said directed advertisement including a portion of said response in said advertisement.

35. (New) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a

computer program mechanism embedded therein, the computer program mechanism comprising:

a program module for generating a directed advertisement, said program module comprising:

instructions for obtaining a query;
instructions for selecting a remote web service based on said query;
instructions for routing said query to an instance of said selected remote web service;
instructions for collecting data generated by said selected remote web service in response to said query; and
instructions for generating said directed advertisement, said directed advertisement including a portion of said response in said advertisement.

36. (New) A computer system for generating directed content, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

A4 a program module for generating said directed content, said program module comprising:

instructions for obtaining a query;
instructions for selecting a remote web service based on said query;
instructions for routing said query to an instance of said selected web service;
instructions for collecting data generated by said selected remote web service in response to said query; and
instructions for generating said directed advertisement, said directed advertisement including a portion of said response in said advertisement.